



The 2010 R-Class

Mercedes-Benz





Unique. Unexpected. User-friendly. And unlike anything else.

Can one vehicle be all things to all people? Maybe that's idealistic, but can a single automobile meet the needs and desires of, say, seven people? Imagine a vehicle that combines the performance of a refined sedan, the all-season confidence of an SUV, and the safety leadership of a Mercedes-Benz. Now add in first-class seating for up to seven. One vehicle today brings all this together in a luxurious and versatile package that practically defies categorization, while redefining practicality. It's unexpectedly, uniquely innovative. Just what you expect from the inventor of the automobile. This is the 2010 R-Class.

For more information, please visit [www.mbusa.com](http://www.mbusa.com)

R 350 shown at left and on cover with optional Palladium Silver metallic paint.





No matter what row you're seated in, you'll enjoy the performance. With three rows of luxury seating, the R-Class delivers a moving experience for all six — or optionally seven — of its passengers, especially the driver. Commanding power is delivered with energetic confidence by a choice of engines — a gasoline V-6 or a 50-state BlueTEC clean diesel V-6 — both teamed with a 7-speed automatic transmission and 4MATIC all-wheel drive. Standard 19" wheels and self-leveling rear suspension usher you around curves and over any road with poise and precision. While its rigid, aerodynamic body ensconces every seat of its roomy cabin in serene, secure comfort.

**R 350 4MATIC**

- Engine** 3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm
- Transmission** 7-speed automatic
- Wheels** 19" AMG 5-spoke
- Suspension** 4-wheel independent with rear level control
- Drivetrain** 4MATIC all-wheel drive

**R 350 BlueTEC**

- Engine** 3.0-liter turbodiesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission** 7-speed automatic
- Wheels** 19" 5-spoke with runflat tires<sup>1</sup>
- Suspension** 4-wheel independent with rear level control
- Drivetrain** 4MATIC all-wheel drive

The R 350 BlueTEC diesel runs with cleaner combustion, then converts nitrogen oxide emissions into pure nitrogen and oxygen. And it can cruise up to 500 miles per tank.<sup>2</sup>

4MATIC integrates the 4-wheel Electronic Traction System. 4-ETS senses wheelspin and instantly sends the engine's torque to the wheels (or wheel) with the best grip.<sup>3</sup>

From its 19" alloy wheels and Sport-style bumpers to its optional all-glass Panorama sunroof, the R-Class lets all aboard enjoy the open road and blue sky equally.

R 350 shown with optional Palladium Silver metallic paint, Ash MB-Tex interior, and optional Panorama sunroof and wood/leather steering wheel. Please see endnotes in back of brochure.





**The future of safety. Available now.** For nearly half a century, Mercedes-Benz has been pioneering safety innovations that eventually become part of every passenger vehicle, from the crumple zone to the Electronic Stability Program (ESP®). The innovative PRE-SAFE® system is an exclusive Mercedes-Benz safety breakthrough that can detect that a possible frontal collision or rollover is imminent, and help to better prepare the front-seat occupants and their restraint systems in the seconds before it happens. Someday all vehicles might be able to protect your future like this. In the R-Class, that someday is already here.

The R-Class has been named a Top Safety Pick by the Insurance Institute for Highway Safety.<sup>4</sup> Among the many reasons is the 12-way protection of its eight standard air bags, including side curtain air bags that offer coverage to all three seating rows.<sup>5</sup>

Every 2010 R-Class features the advanced PRE-SAFE® system.<sup>6</sup> If PRE-SAFE detects that a rollover or frontal collision is imminent, it can tighten the front seat belts, and even close the windows and sunroof, all to better prepare the occupants for an accident.

Standard NECK-PRO active front head restraints can help reduce whiplash injuries in a rear impact. And the standard POST-SAFE system can automatically turn on the hazard flashers and interior lights, unlock the doors and shut off the engine after a collision.<sup>7</sup>

The Electronic Stability Program (ESP) helps maintain the driver's intended course in corners or evasive maneuvers. When towing, standard Trailer Stability Assist can sense trailer sway and then strategically apply the brakes to help bring it under control.<sup>8</sup>





The 2010 R-Class. The thoughtfully accommodating, richly appointed R-Class offers a uniquely enjoyable way to travel. Wide-opening doors and easy-folding 2nd-row seats make even the third row welcoming. Once you're inside, the expansive cabin invites you to savor its polished Burl Walnut wood trim and explore its innovative features, from a hands-free Bluetooth interface<sup>9</sup> and 6-disc DVD/CD audio-video player to optional hard-drive-based navigation with digital music storage. The standard sunroof, power rear quarter windows and dual-zone — or even optional 3-zone — climate control help make any ride a truly refreshing experience.

**Flexible seating in every row.** The standard 8-way power front seats include a driver's power lumbar support. The split-folding second and third rows<sup>10</sup> easily convert from lounge to luggage. An optional 2nd-row center seat welcomes a seventh passenger.

**Multifunction display.** Elegantly integrated with the deeply hooded instruments and accessed via the multifunction steering wheel is this driver-controlled display. It lets you monitor, adjust or personalize a variety of vehicle functions and settings without taking your hands off the leather-trimmed steering wheel.

**Premium 1 Package.** Among the many luxuries in this suite of options is the COMAND system: A high-resolution 6.5" display unifies hard-drive-based navigation,<sup>11</sup> SIRIUS<sup>®</sup> Satellite Radio<sup>12</sup> with SIRIUS Traffic<sup>™</sup> and HD Digital Radio, an in-dash memory card reader, iPod<sup>®</sup> integration<sup>13</sup> and 4GB of digital music storage. Also included are a rear view camera<sup>14</sup> and power liftgate.

**Premium 2 Package.** High fidelity and high tech combine in this option. A harman/kardon LOGIC7<sup>®</sup> audio system features Dolby<sup>®</sup> Digital 5.1 surround sound. And KEYLESS-GO lets you unlock, start and drive your R-Class without removing a key from your pocket.

R 350 shown with Ash MB-Tex interior and optional Premium 2 Package. Please see endnotes in back of brochure.





R 350 shown with Arctic White paint and optional Panorama Sunroof. Please see endnotes in back of brochure.

**R-Class options and packages.** Every R-Class is generously equipped with standard features and systems designed to enhance every drive with performance, luxury and security – from automatic light-sensing headlamps to rain-sensing wipers and 19" alloy wheels. Other refinements include an integrated garage-door opener, electric liftgate closing assist, deep-tinted privacy glass and 6-disc DVD/CD audio-video player with an auxiliary input jack. To tailor your R-Class even more precisely to your needs and wishes, a wide selection of optional innovations, enhancements and conveniences are offered individually, or packaged together at significant savings over their individual value.

**For more information, visit [www.mbusa.com](http://www.mbusa.com)**


| R 350                 | R 350<br>BlueTEC  |
|-----------------------|---|
| INDIVIDUAL OPTIONS    |   |
| <input type="radio"/> | <input type="radio"/> PARKTRONIC  |
| <input type="radio"/> | <input type="radio"/> 2nd-row center seat (for 7-passenger total seating capacity)  |
| <input type="radio"/> | <input type="radio"/> Wood/leather multifunction steering wheel <sup>15</sup>   |
| <input type="radio"/> | <input type="radio"/> Heated steering wheel <sup>15</sup>   |
| <input type="radio"/> | <input type="radio"/> Heated front seats  |
| <input type="radio"/> | <input type="radio"/> Panorama sunroof  |
| <input type="radio"/> | <input type="radio"/> 3-zone climate control  |
| <input type="radio"/> | <input type="radio"/> Rear Seat Entertainment system – dual-source DVD with 2 sets of wireless headphones and 2 remotes <sup>16</sup> |
| <input type="radio"/> | <input type="radio"/> Rear Seat Entertainment system pre-wiring <sup>16</sup>   |
| <input type="radio"/> | <input type="radio"/> Tele Aid System   |
| <input type="radio"/> | <input type="radio"/> Class II Trailer hitch (3,500-lb capacity) <sup>8</sup>   |

| R 350                 | R 350<br>BlueTEC  |
|-----------------------|---|
| OPTION PACKAGES       |   |
| <input type="radio"/> | <input type="radio"/> <b>Premium 1 Package:</b> <ul style="list-style-type: none"><li>• Auto-dimming driver-side and interior rear view mirrors</li><li>• COMAND system with hard-drive navigation<sup>11</sup></li><li>• iPod®/MP3 media interface and cable (in glovebox)<sup>13</sup></li><li>• Memory system for driver seat, power steering column and side mirrors</li><li>• Power folding side mirrors</li><li>• Power liftgate</li><li>• Rear view camera<sup>14</sup></li><li>• SIRIUS® Satellite Radio<sup>12</sup> with SIRIUS Traffic™</li><li>• HD Digital Radio®</li><li>• 115V AC power outlet</li></ul> |
| <input type="radio"/> | <input type="radio"/> <b>Premium 2 Package:</b><br>Includes all items in Premium 1 Package, plus: <ul style="list-style-type: none"><li>• harman/kardon LOGIC7® surround-sound system with Dolby® Digital 5.1</li><li>• KEYLESS-GO</li></ul>  |
| <input type="radio"/> | <input type="radio"/> <b>Sport Appearance Package:</b> <ul style="list-style-type: none"><li>• 20" 5-spoke AMG wheels</li><li>• Heat-absorbing blue-tinted glass (front doors and windshield)</li><li>• Dark-tinted taillamps</li></ul>   |

● Standard    ○ Optional    – Not available

# Color and Trim

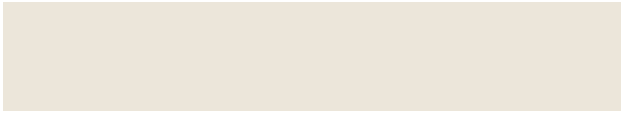

## INTERIOR UPHOLSTERY

|  |          |
|--|----------|
|  | Ash      |
|  | Black    |
|  | Cashmere |






## INTERIOR WOOD TRIM





|  |             |
|--|-------------|
|  | Burl Walnut |
|--|-------------|

## EXTERIOR PAINTWORK, NON-METALLIC

|   |              |
|---|--------------|
|  | Arctic White |
|  | Black        |

## EXTERIOR PAINTWORK, METALLIC<sup>17</sup>

|   |                |
|---|----------------|
|  | Alpine Rain    |
|  | Barolo Red     |
|  | Capri Blue     |
|  | Iridium Silver |
|  | Majestic Black |

|   |                  |
|---|------------------|
|  | Obsidian Black   |
|  | Palladium Silver |
|  | Sand Beige       |
|  | Steel Grey       |

## ENDNOTES

1 Models with runflat tires are not provided with a spare tire.

2 2010 EPA estimated fuel economy figures unavailable at time of printing. See your dealer. Compare the estimated mpg to the estimated mpg of other vehicles. You may get different mileage depending on how fast you drive, weather conditions and trip length. Your actual highway mileage will probably be less than the highway estimate. Driving range claim based on fuel tank capacity and 2009 highway estimate.

3 No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.

4 2009 model tested. For more information on the Insurance Institute for Highway Safety and the 2009 Top Safety Pick awards, visit [www.iihs.org](http://www.iihs.org). 2010 information not available at time of printing.

5 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.

6 PRE-SAFE closes the side windows and sunroof when the system's sensors detect side movement that suggests a possible accident.

7 POST-SAFE features only operate in accidents where the Supplemental Restraint System (SRS) deploys.

8 With trailer hitch kit and trailer brakes. Please read Operator's Manual before towing.

9 Bluetooth® does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit [www.mbusa-mobile.com](http://www.mbusa-mobile.com) for details. Phone sold separately. See dealer for a list of approved compatible phones.

10 Unsecured cargo can become hazardous in a collision. Always secure cargo using the floor-mounted tie-downs.

11 While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.

12 SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions at [sirius.com/serviceterms](http://sirius.com/serviceterms). Prices and programming are subject to change. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see [www.siriuscanada.ca](http://www.siriuscanada.ca).

13 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

14 Rear view camera does not audibly notify driver of objects outside the system's field of vision, which includes nearby objects, and is not a substitute for actively checking around the vehicle for any obstacles.

15 Wood/leather steering wheel and heated steering wheel may not be ordered together.

16 Rear Seat Entertainment system and Rear Seat Entertainment system pre-wiring may not be ordered together.

17 Extra-cost option.

18 Durability is based on longevity, as determined by MBUSA sales records 1952–2008 and R.L. Polk & Co. Vehicles In Operation as of 2008.



## For a small blue planet

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The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world's first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We've been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We've been pioneering advanced powertrains for generations, from today's new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years — and a remarkable 75% of all the vehicles we've ever sold in the U.S. — still on the road.<sup>18</sup> After all, it takes virtually the same amount of energy to build vehicles that last as ones that won't.

Our new, more compact e-brochures consume fewer resources as well. Each one has been designed to be enjoyed on virtually any computer screen, even a laptop, so you need never print a paper copy at all. By doing so, together we are saving the energy associated with conventional printing, and eliminating the waste and emissions as well. Caring innovation comes from blue-sky thinking — sometimes quite literally. It's what you can expect from the automaker who's been sharing this small blue planet with you for longer than anyone. This is who we are. This is Mercedes-Benz.

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